

SINCE 1883

MAST[®] GENERAL STORE

ON THE
NATIONAL REGISTER
OF
HISTORIC PLACES



ORIGINAL MAST STORE • HISTORIC VALLE CRUCIS

ALSO DOWNTOWN
BOONE, WAYNESVILLE,
HENDERSONVILLE & ASHEVILLE
NORTH CAROLINA

"QUALITY GOODS COFFINS & CASKE"

Our Downtown Emporiums

Along vintage mountain Main Streets, you'll find Mast's unique way of doing business preserved in grand stores like the **Old Boone Mercantile**.

Warmed by the aroma of freshly-ground coffee and oiled floors, this 1913 **Downtown Boone**

landmark features

casual clothing, an outfitters department, old-time housewares and our Soda Parlor- W.W. Mast's Sodas, Sweets & Sundries.



OLD BOONE MERCANTILE • CIRCA 1913

At the "Gateway to the Smokies" lies the **Waynesville**

Mast General Store. This 1930s' mercantile, with its antique cabinetry and original mezzanine, is packed with traditional provisions for the entire family. You will also find old-fashioned sweets and a soda fountain in the Mast Store Candy Barrel.



MAST STORE WAYNESVILLE • CIRCA 1935

The Southern Mountains also boast the **Mast Store of Hendersonville**. Experience the true "essence of the era" surrounded by reminders of its Victorian past. Discover gifts or housewares your great-grandmother might have used and simple toys you loved as a child in this wonderfully preserved 1905 emporium.



MAST STORE HENDERSONVILLE • CIRCA 1905

1883

S FOR THE LIVING, TS FOR THE DEAD."

W.W. Mast - c. 1923

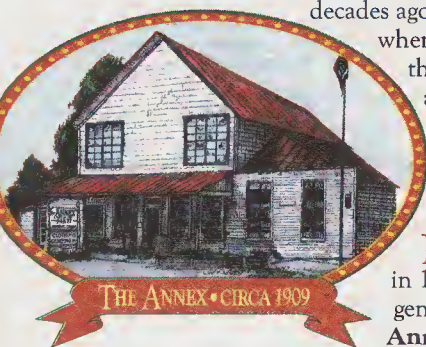
Historic Valle Crucis, NC

Opened in 1883 in Valle Crucis, Latin for Vale of the Cross, **The Original Mast General Store** quickly grew in reputation for carrying everything from "cradles to caskets." Even today, you'll still find shelves packed with all you might need for life in the 19th century and most of this one.



Bottle cap checkers & a 5¢ coffee by the potbellied stove

Entering this Northern Mountain landmark, you'll notice advertising posters untouched since Mr. Mast hung them decades ago, stand at a counter where locals once bartered their goods or mail a letter at the community's antique post office. You might even discover a few old-timey bargains along the way.



Built of wormy chestnut in 1909 as a competing general store, the nearby **Annex** offers Mast's blend

of casual clothing as well as a complete mountain outfitters shop, a creekside deli and the *Original Candy Barrel*, too.

Recently restored to its 1940s' heyday along historic Biltmore Avenue and the largest **Mast Store**, the **Downtown Asheville** emporium features everything you might need for a day in the kitchen, a trek along a mountain trail or a trip around the world.





MAST GENERAL STORE SINCE 1906

"ALL GENERATIONS
SATISFYING TO VISIT,
THE MAST STORE, 1906

OLD-TIMEY



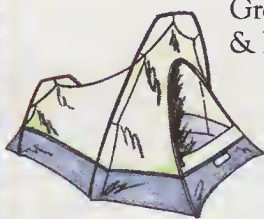
Rosebud & Cloverine Salves • Stone Ground
Housewares • Courtin' Candles • Oil Cans
Cookware • Folk & Tin Wind-Up Toys • G
& NC Made Rockers • Windchimes
Hummingbird Feeders • Pottery & Croc
Crafts & Baskets • Goat's Milk & Lye
Books & Regional Music • Cok

TRADITIONAL



Carhartt Workwear & Overalls • Fl
& Madison Traders Apparel for M
Sweaters • Pendleton Wool Shir
Woolrich, Northern Isles, Royal Rob
Co. • Kids' Basics by OshKosh &
Underwear & "Drop Drawer" Uni

MOUNTAIN



Gregory, Kelty, Lowe Alpine & Jansport
& Kelty Sleeping Bags • Sierra Designs
Swiss Army Knives • PUR Water B
Gramicci Hiking Apparel • Woolri
Solstice Outerwear • Hat, Glov

RUGGED & CASUAL



Specializing in Custom-Fit Casual, Walk
Sandals by Birkenstock, Teva & Azaleia •
Salomon, Lowa & Montrail • Casual Sho
Ecco, Josef Siebel, Born, Dexter &
Fox River, Thorlo, Wigwam & Dri
Balance, Nike & Adidas • Overshoes,

OVER 500 OLD-FASHIONED CANDIES

Homemade Fudge • Chocolate Covered Pretzels, Peanuts & R
Anise Squares • Horehound • Rootbeer Barrels • Vanilla, C
Candy Buttons • Candy Necklaces • Maple Nut Goodies • C
Jordan Almonds • Milk Duds • Orange Slices • Toblerone •
Boston Baked Beans • Pecan Divinity • Charleston Chews • A
Bit-O-Honey • Peanut Brittle • Mary Janes • Wax Bottles • J
Necco Wafers • Kits • Chocolate Non-Pariels • Salt Water



Downtown Boone's Candy Ba
soda fountain, serving everythi
to Double Chocolate Sodas &

SINCE 1906



GENERAL STORE

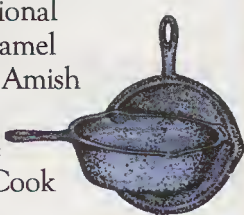
1883

"GENERAL STORES ARE
 BUT ONE OF THEM,
 IS A DESTINATION."

Charles Kuralt

MERCANTILE

Round Meal • Jams & Jellies • Traditional
 Cloth • Oil Lamps • Cast Iron & Enamel
 Games & Dolls • Oak Porch Swings • Amish
 Hammocks • Bird Houses &
 Baking • Afghans & Rugs • Handmade
 Soap • Grain & Meat Grinders • Cook
 e Collectibles • Radio Flyer Wagons



ALL CLOTHING

Shackler Flannels • Woolrich, Columbia
 Men • Alps, Woolrich & Isle of Cotton
 ts • Brighton Belts • Ladies' Casuals by
 Robins, Columbia & San Francisco Clothing
 & Carhartt • Camisoles • Boxers, Long
 on Suits • Karen Nueberger Sleepwear



OUTFITTERS

Packs • Petzl Headlamps • Sierra Designs
 & Walrus Tents • Primus & MSR Stoves
 Filters • Royal Robbins, Ex Officio &
 ch & Columbia Fleece • Columbia &
 ves, Maps, & Camping Accessories



QUAL FOOTWEAR

Walking, Hiking & Backpacking Footwear.
 Hikers by Nike, Asolo, Danner, Raichle,
 es by Rockport, Clarks, Timberland,
 Simple • Socks by Smartwool,
 Stride • Running Shoes by New
 Slippers, Insoles, & Conditioners



CANDY FAVORITES

Raisins • Rock Candy • B.B. Bats
 Chocolate & Licorice Bullseyes
 Coconut Flags • Sassafras Drops
 Cowtails • Giant Jaw Breakers
 Assorted Sour Chews • Smarties
 Zagnuts • Squirrel Nut Zippers
 or Taffy & MUCH MORE!!!



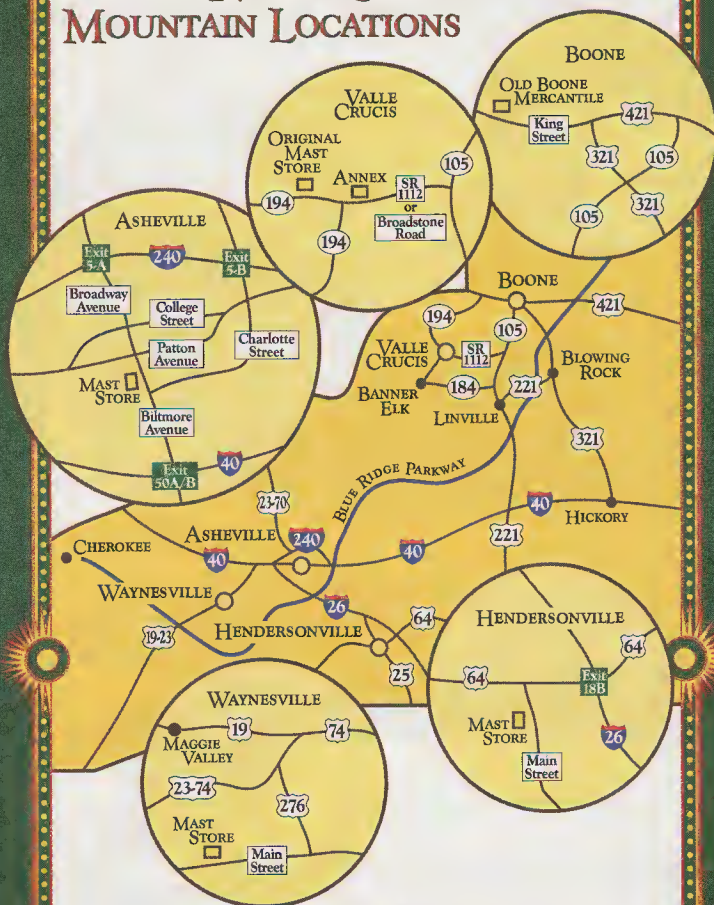
Barrel features W.W. Mast's original turn-of-the-century
 ing from Black Cow Floats & Strawberry Phosphates
 & Vanilla Cokes all handmade by a real soda jerk.

1883

MAST GENERAL STORE

SINCE 1883

VISIT OUR NORTH CAROLINA MOUNTAIN LOCATIONS



WHERE TO FIND US

Original Mast Store & Annex Outfitters
Hwy 194 • Valle Crucis, NC 28691 • 828-963-6511

Old Boone Mercantile
630 W. King St. • Boone, NC
28607 • 828-262-0000

Mast Store Waynesville
63 N. Main St. • Waynesville, NC
28786 • 828-452-2101

Mast Store Hendersonville
527 N. Main St. • Hendersonville, NC
28792 • 828-696-1883

Mast Store Asheville
15 Biltmore Ave. • Asheville, NC
28801 • 828-232-1883

ALSO IN OLD-FASHIONED CYBERSPACE AT
www.mastgeneralstore.com

WHEN TO VISIT

The Original Store
Monday-Saturday 7am-6:30pm
Sunday 1pm-6pm

Other Locations
Monday-Saturday 10am-6pm
Sunday 1pm-6pm

WINTER HOURS VARY